

# Rank&Share

## **Rank & Share: Forecasting Results!**

Logico Solutions Ltd, a specialist in sales forecasting solutions has changed its name to Rank & Share Corporation as of 8 October 2007. "The new name better supports our current business profile and our objective of becoming international," says Jan Österman, CEO.

Founded in 2002, Rank & Share Corporation has productized a system enabling the precise prediction of marketing effect on sales and profitability.

The Rank & Share solution is a new approach to forecasting demand. The system is able to analyze consumer behavior in unusual circumstances such as marketing campaigns. It also simulates sales and profitability for each assortment and sales channel.

"From user's perspective, Rank & Share increases forecasting accuracy without spending excessive amount of time. In fact, Rank & Share has proven to be over 50% more time efficient than traditional competing methods and tools," sums up Jarno Polus, the recently appointed VP Business Development.

Additional information:

[www.rankandshare.com](http://www.rankandshare.com)

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